

ORDER



Orders	Order / Rev:	167730
	Alt Order #:	06859400
	Product Desc:	CRAVAACK 4 CONGRESS
	Estimate:	C16C22
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	09/28/12 / 09/28/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Smart Media Group
	Buying Contact:	
	Billing Contact:	
		814 King Street Ste. 400
		Alexandria, VA 22314-3069

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Cravaack for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	1
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	21	\$13,400.00	\$11,390.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$13,400.00	\$11,390.00	53.50
Totals	21	\$13,400.00	\$11,390.00	53.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	18%	\$13,400.00
Market	100%	\$74,444.44

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	26%	\$19,355.56
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	56%	\$41,688.89
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/16/12	10/16/12	M-F Midday News M-F Midday News	CM	11a-12p	- T- - - - -	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	- T- - - - -	1		\$500.00	2.60							
2	M	10/17/12	10/17/12	M-F Midday News M-F Midday News	CM	11a-12p	- - W- - - -	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/17/12	10/17/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$500.00		2.60			
3	M	10/18/12	10/18/12	M-F Midday News M-F Midday News	CM	11a-12p	---T---	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$500.00		2.60			
4	M	10/19/12	10/19/12	M-F Midday News M-F Midday News	CM	11a-12p	----F--	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$500.00		2.60			
5	M	10/22/12	10/22/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$500.00		2.60			
6	M	10/17/12	10/17/12	M-F GMA M-F GMA	CM	7-9a	--W----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$750.00		2.20			
7	M	10/19/12	10/19/12	M-F GMA M-F GMA	CM	7-9a	----F--	:30	1	\$750.00	1	2.20	NM	1	\$750.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$750.00		2.20			
8	M	10/22/12	10/22/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$750.00		2.20			
9	M	10/16/12	10/16/12	M-F 430-5p News 430p News	CM	430-5p	-T-----	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$600.00		2.00			
10	M	10/17/12	10/17/12	M-F 430-5p News 430p News	CM	430-5p	--W----	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$600.00		2.00			
11	M	10/18/12	10/18/12	M-F 430-5p News 430p News	CM	430-5p	---T---	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$600.00		2.00			
12	M	10/19/12	10/19/12	M-F 430-5p News 430p News	CM	430-5p	----F--	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$600.00		2.00			
13	M	10/22/12	10/22/12	M-F 430-5p News 430p News	CM	430-5p	M-----	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$600.00		2.00			
14	M	10/20/12	10/20/12		CM	6-7a	-----S-	:30	2	\$450.00	1	2.00	NM	2	\$900.00

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				Sa 6-7a											
				Sat 6a News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			2		\$450.00			2.00			
15	M	10/20/12	10/20/12	SA GMA	CM	7-8a	-----S-	:30	2	\$800.00	1	2.90	NM	2	\$1,600.00
				Sa GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			2		\$800.00			2.90			
N16	M	10/21/12	10/21/12	Su 6-7a	CM	6-7a	-----S	:30	1	\$450.00	1	2.30	NM	1	\$450.00
				Sun 6-7a News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$450.00			2.30			
N17	M	10/21/12	10/21/12	SU GMA	CM	7-8a	-----S	:30	1	\$900.00	1	3.90	NM	1	\$900.00
				Su GMA											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$900.00			3.90			
N18	M	10/21/12	10/21/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$900.00	1	3.70	NM	1	\$900.00
				Sun 8-9a											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$900.00			3.70			
19	M	10/21/12	10/21/12	Su 530-6p	CM	530-6p	-----S	:30	1	\$900.00	1	4.20	NM	1	\$900.00
				Su 530-6p News											
5 EW NWS E-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$900.00			4.20			
													Totals	21	\$13,400.00